

Patient Decision Aids in 2025

State of Shared Decision Making in Healthcare

Prepared by:
Anna Shevalova



Introduction

This report examines the current landscape of Patient Decision Aids (PDAs) and their implementation in healthcare systems as of 2025. It provides:



PDA Overview

Defines Patient Decision Aids and their evolution



Effectiveness

Describes the effectiveness of PDAs on patient outcomes



Adoption Rates

Discusses current adoption rates within healthcare systems



Major Providers

Identifies the major providers of Patient Decision Aids



Implementations

Describes prevalent implementations by medical condition

Definition of Patient Decision Aids (PDAs)

Patient Decision Aids serve as bridges between clinical expertise and patient values by translating complex medical information into understandable formats.

These tools empower patients to actively participate in their healthcare decisions, leading to treatment choices that better align with their personal preferences while adhering to clinical best practices.



 **Evidence-Based Tools**

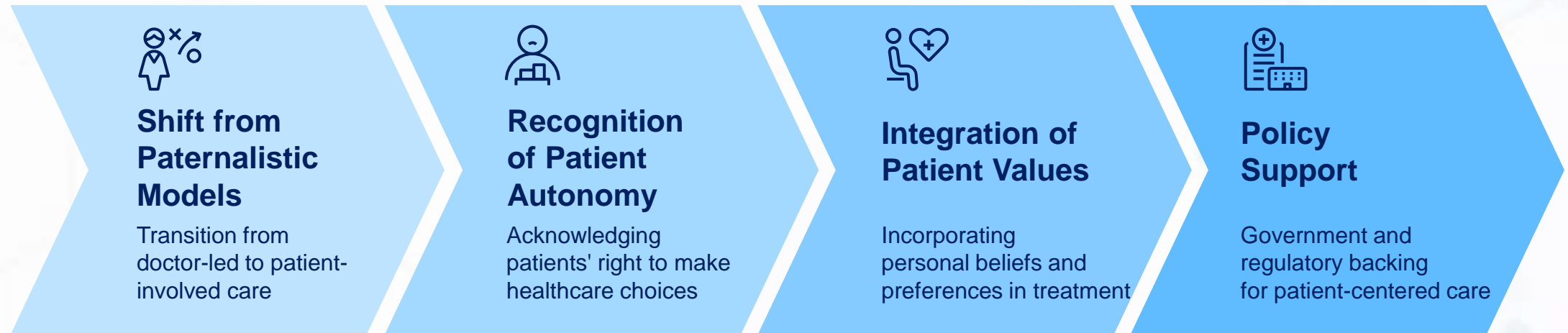
 **Accessible Formats**

 **Bridge Clinical Expertise and Patient Preferences**

 **Promote Shared Decision Making**

Decision Aids and Shared Decision Making

Evolution of Shared Decision Making in Healthcare

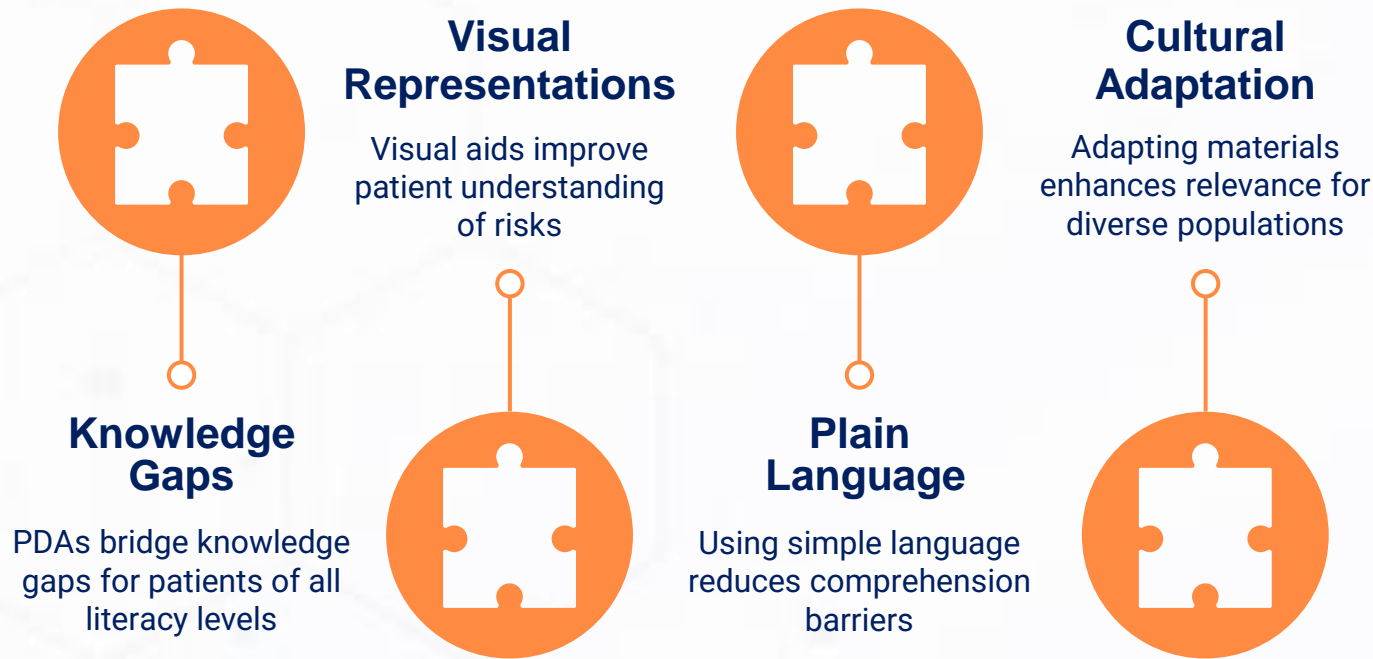


The evolution of shared decision-making represents a shift in the provider-patient relationship, moving from physician-directed care to collaborative partnerships. This transformation reflects broader societal changes regarding patient autonomy in healthcare.

The increasing policy support for shared decision-making indicates its growing recognition as not just an ethical practice but also as a component of high-quality care delivery.

Decision Aids and Health Literacy

PDAs address the Health Literacy Barriers

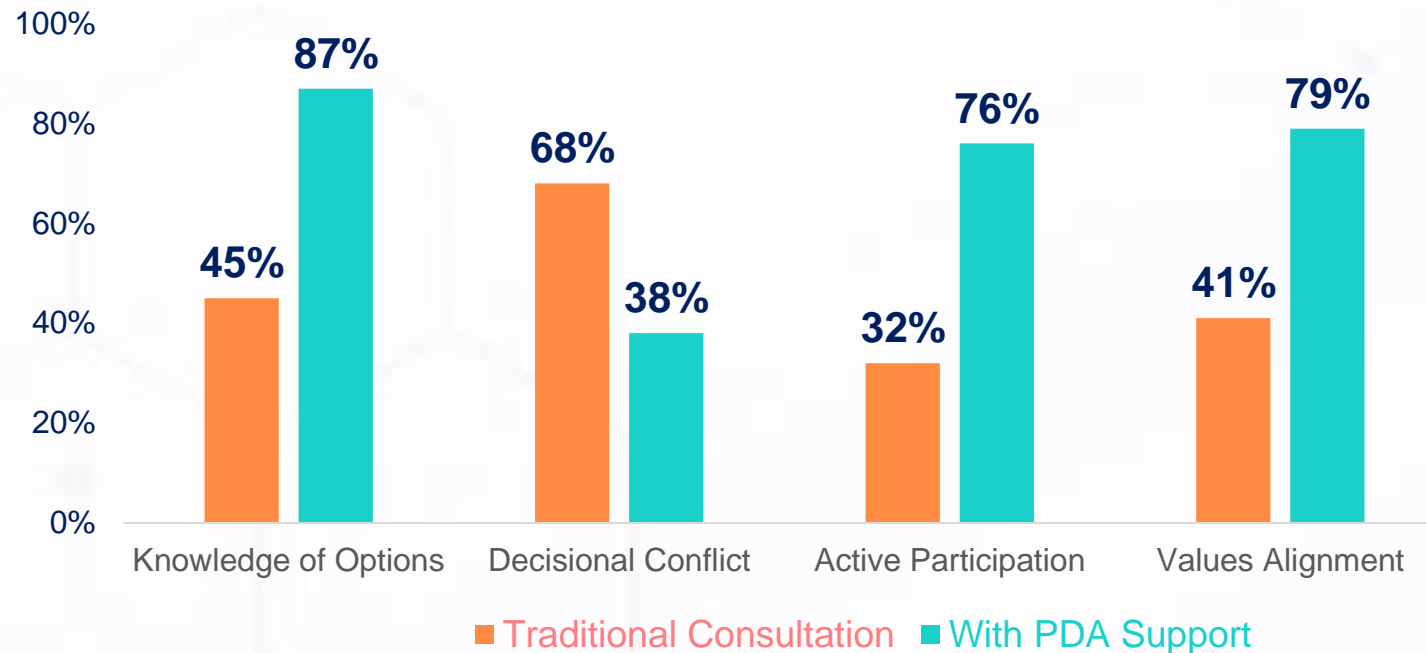


Health literacy remains a significant barrier to equitable healthcare delivery. Patient Decision Aids effectively address this challenge through multifaceted approaches that make complex medical information accessible to diverse populations.

By reducing the cognitive burden of medical decision-making, PDAs ensure that patients with varying literacy levels can meaningfully participate in their healthcare choices.

Evidence-based Effectiveness Metrics

Patient Satisfaction Comparison: Traditional Consultation vs. with PDA



Based on 2024 Cochrane Review

- 209 randomized controlled trials (up from 105 in 2017)
- 71 different health decisions evaluated
- 107,698 patients included in studies

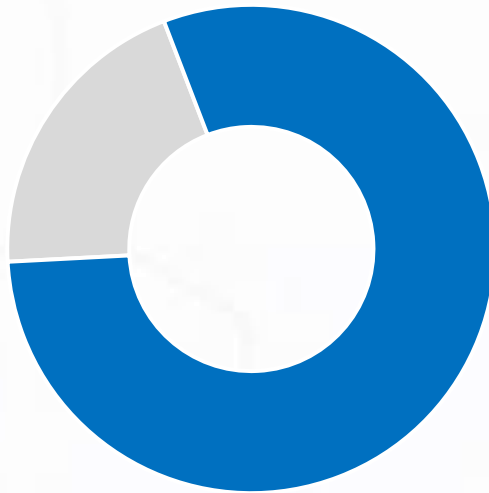
Most significantly, the dramatic improvements in knowledge, participation, and values alignment suggest that PDAs address fundamental gaps in traditional consultation models, providing a more comprehensive framework for patient-centered care that leads to more informed and personally appropriate treatment decisions.

Current Adoption of PDAs in US Healthcare Systems

Adoption of Decision Support Tools in US Hospitals

20%

hospitals not
using Decision
Support Tools



80%

hospitals using some
form of Decision
Support Tools

Key trends:

- Significant variation in depth and quality of implementation
- Growing integration with digital health platforms

While the majority of US hospitals have implemented some form of decision support tools, the depth and quality of these implementations vary dramatically.

The growing integration with digital health platforms indicates a move toward making these tools more accessible and embedded in care workflows.

Leading Providers of Decision Aid Solutions and Distribution Channels

Leading providers of decision aid solutions

EBSCO

EBSCO Health

A provider of healthcare databases and resources

Health Dialog

Health Dialog

A provider of population health management solutions


MAYO CLINIC

Mayo Clinic

A non-profit American academic medical center



Ottawa Hospital Research Institute

A Canadian hospital-based research institute

NICE

NICE (UK)

The National Institute for Health and Care Excellence

Distribution Channels

- EHR integration
(**65%** growth since 2023)
- Mobile applications
(**134%** increase in searches)
- Provider-distributed materials
- Health system patient portals

The market for Patient Decision Aids is becoming increasingly structured, with several major players establishing leadership positions.

The dramatic growth in EHR integration and mobile application searches highlights the shift toward digital distribution channels.

This trend toward digital distribution aligns with broader healthcare digitization efforts and offers opportunities for more personalized, accessible decision support.

Top Most Implemented PDA

Decision aids are most developed and implemented for...



Cancer Screening and Treatment

Focuses on prostate, breast, and colon cancer



Cardiovascular Disease Management

Covers atrial fibrillation, coronary artery disease, and cholesterol management



Diabetes Management

Includes type 2 diabetes, prediabetes, and insulin therapy



Mental Health Conditions

Addresses depression, bipolar disorder, psychosis, and PTSD

The concentration of Decision Aid development in these four major condition areas reflects both the prevalence of these conditions and the preference-sensitive nature of their treatment decisions.

Each of these areas involves complex risk-benefit tradeoffs that benefit significantly from shared decision-making approaches.

About Bazis Americas



**Independent
full-service**
marketing research
agency



**High quality
research solutions**
for corporate clients and
consulting firms



Combined
rigorous academic
training and hands on
experience

Bazis Americas PDA Research Focus:

- ✓ Development and validation of culturally-appropriate decision aids for diverse populations
- ✓ Measurement of PDA impact on health outcomes, patient satisfaction, and healthcare utilization
- ✓ Implementation academic research to optimize PDA integration into clinical workflows
- ✓ Advancing digital innovation in decision support tools with integrated AI capabilities

The report is prepared by



ANNA SHEVALOVA

Healthcare Team Lead

Anna is a Healthcare Team Lead at Bazis Americas.

10+ years in healthcare research.

Professional interests include patient health literacy and compliance, different medical cultures, patient/parent communities.

Anna contributes to healthcare market research conferences, discussing and advancing her area of expertise — patient-centered healthcare communication.